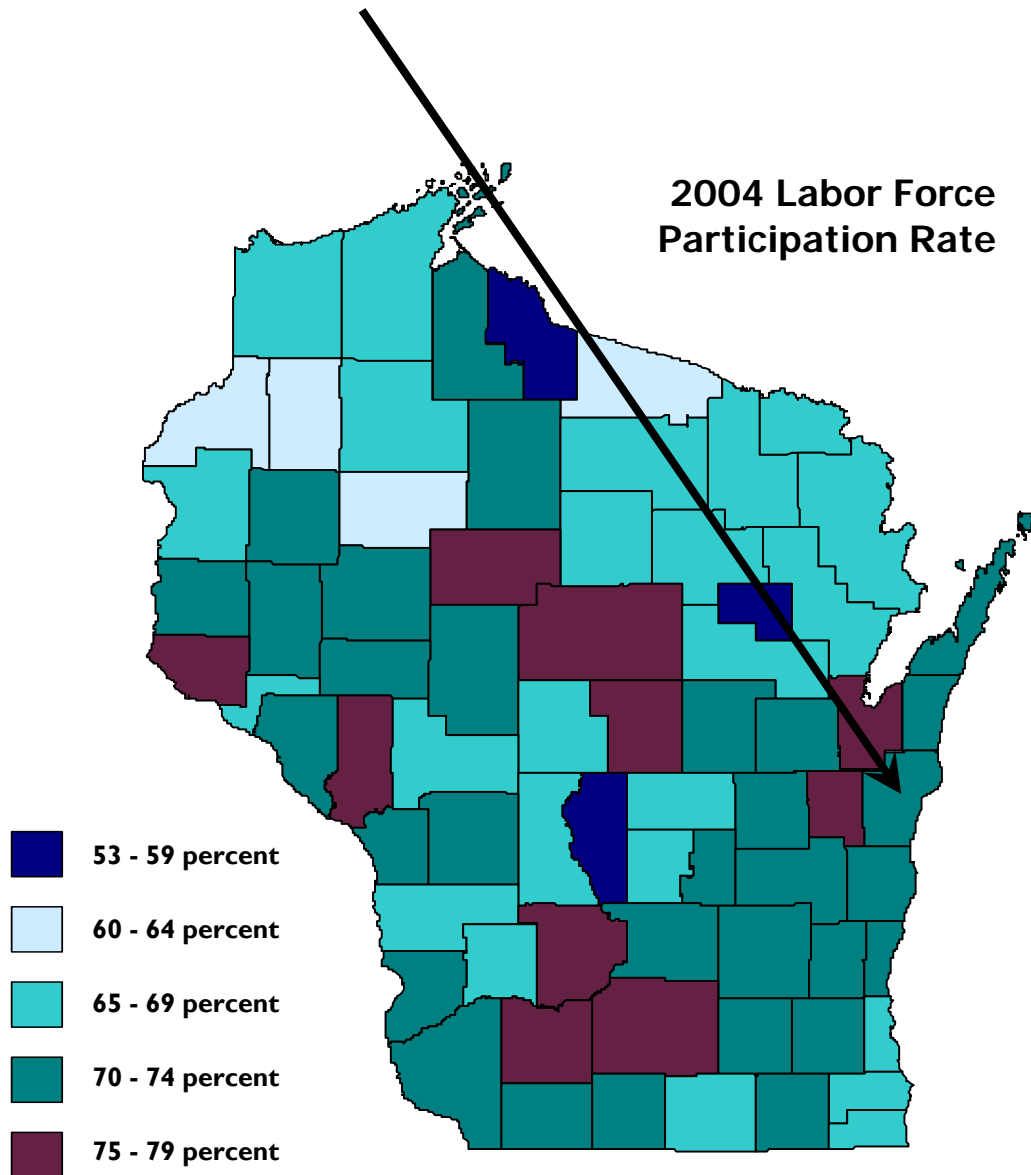


# Manitowoc County Workforce Profile



Source: Estimates created by DWD, OEA using data supplied by  
U.S. Bureau of Labor Statistics and U.S. Bureau of Census

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## County Population and Labor Force

Manitowoc County, at close to 84,500 residents in 2005, has approximately 1,600 more residents than it had five years ago — a growth rate of 1.9 percent. Manitowoc's population has grown at about one-half of the statewide rate. Like many rural counties, the majority (about 75 percent) of new residents moved into the county from elsewhere, whereas about 25 percent of them were the result of natural increase, meaning that the number of births over the past five years in the county exceeded the number of deaths.

Approximately 69 percent of Manitowoc's population age 16 and older are in the labor force. This percentage is referred to as the labor force participation rate (LFPR). LFPR is a rich economic measure and is more telling of the vitality of an area's labor market than its unemployment rate.

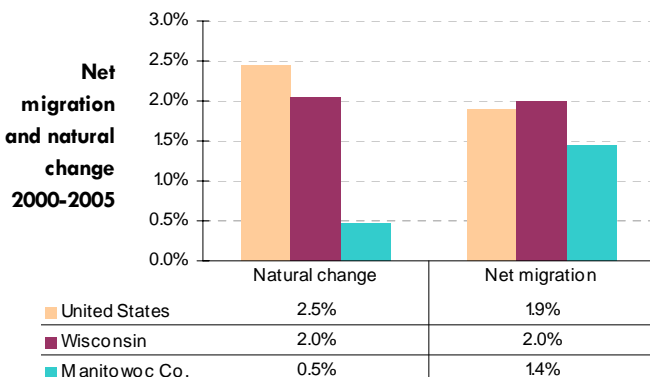
Manitowoc's LFPR is currently about the same as the state's and higher than the national rate. Like the state and nation, Manitowoc's LFPR is projected to decrease over the coming decades due to an aging, retired population. Manitowoc currently has a slightly older than average population, which will continue to mature as the younger portion of the population becomes smaller. For example, by 2020, those between the age of 16-24 are projected to drop from 16 percent to 12 percent of the population age 16 and older, while those age 60 and older are projected to increase from 25 percent to thirty-three percent of all persons ages 16 and older. After

### Five largest municipalities in Manitowoc County

	April 2000 Census	Jan. 1, 2005 estimate	Numeric change	Percent change
<b>Manitowoc County</b>	82,893	84,480	1,587	1.9%
Manitowoc, City	34,053	34,727	674	2.0%
Two Rivers, City	12,639	12,585	-54	-0.4%
Kiel, City*	3,129	3,253	124	4.0%
Manitowoc Rapids, Town	2,520	2,527	7	0.3%
Newton, Town	2,241	2,318	77	3.4%

\*Manitowoc County portion only

Source: Wis. Dept. of Administration, Demographic Services, August 2005



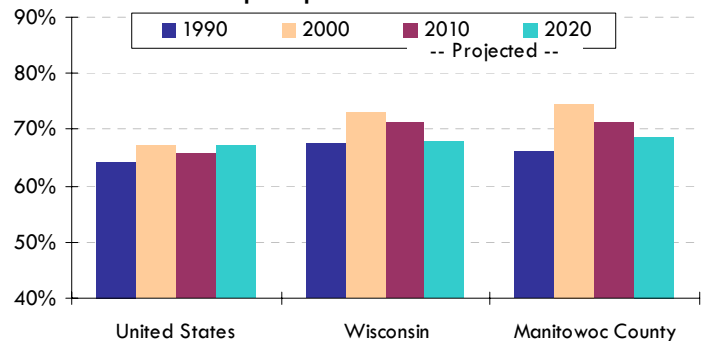
Source: WI Dept. of Admin., Demographic Services & US Census Bureau

### Population and Labor Force

	United States	Wisconsin	Manitowoc County
<b>Total population in 2000</b>	281,424,602	5,363,715	82,893
<b>Population est. Jan. 1, 2005</b>	295,160,302	5,580,757	84,480
Change	13,735,700	217,042	1,587
% change	4.9%	4.0%	1.9%
<b>2005 Labor force population*</b>	224,837,000	4,339,938	66,651
Share of total population	76.2%	78%	78.9%
Labor force	147,125,000	3,071,179	46,193
Labor force participation rate	65.4%	70.8%	69.3%
<b>2005 Population 16 yrs. &amp; over</b>	228,621,674	4,417,313	67,886
16-24 yrs old	37,489,370	743,764	10,899
Share of population 16+ yrs	16.4%	16.8%	16.1%
25-59 yrs old	142,248,896	2,708,865	39,767
Share of population 16+ yrs	62.2%	61.3%	58.6%
60 yrs and older	48,883,408	964,684	17,219
Share of population 16+ yrs	21.4%	21.8%	25.4%
<b>Projected population: 2020</b>	335,804,546	6,110,878	89,860
<b>Population 16 yrs. &amp; over</b>	264,085,104	4,869,573	72,531
16-24 yrs old	37,918,865	681,586	8,681
Share of population 16+ yrs	14.4%	14.0%	12.0%
25-59 yrs old	150,678,402	2,756,884	40,349
Share of population 16+ yrs	57.1%	56.6%	55.6%
60 yrs and older	75,487,837	1,431,103	23,501
Share of population 16+ yrs	28.6%	29.4%	32.4%

\* civilian population 16 yrs. and older not in an institution

### Percent of labor force age population that participates in labor force



Source: special tabulation by OEA using US Census, US Bureau of Labor Statistics, WI Dept. of Admin. estimates and projections

age 60, the LFPR for this cohort, declines significantly. From a labor market perspective, the implications of declining labor force participation in a growing and aging population point to labor shortages in certain industries and occupations. And one need not gaze too far into the future to predict these shortages — from an anecdotal standpoint the shortages are occurring now.

## Revised Labor Force

All labor force estimates published by DWD and the U.S. Bureau of Labor Statistics from 1990 to 2004 have been revised to reflect trends revealed by the 2000 Census. The revisions have been quite significant in some counties so readers who keep logs of this data are encouraged to confirm that they have the most recently revised data. Readers are also encouraged to contact the author if they have questions about these revisions.

The table to the right outlines the county's annual average labor force throughout the last 15 years. It is probably obvious that the unemployment rate has reached its highest levels in the most recent years after registering historically low rates in the late 1990s. The recovery from the 2001 recession has not firmly planted itself into all aspects of the economy, and in Manitowoc County's case, the shrinking manufacturing employment level is chiefly responsible for the higher numbers of unemployed. The county's manufacturing sector has decreased from 12,500 jobs in 2001 to 10,500 in 2004 composing about 35 percent of all jobs in 2001 down to around 30 percent of all jobs in 2004.

### Manitowoc County Civilian Labor Force Estimates

	Labor force	Employed	Unemployed	Unemployed rate
1990	41,690	39,683	2,007	4.8%
1991	42,423	40,100	2,323	5.5%
1992	41,731	39,337	2,394	5.7%
1993	41,905	39,831	2,074	4.9%
1994	44,960	42,961	1,999	4.4%
1995	45,430	43,305	2,125	4.7%
1996	44,569	42,644	1,925	4.3%
1997	44,852	43,237	1,615	3.6%
1998	45,778	44,226	1,552	3.4%
1999	44,926	43,324	1,602	3.6%
2000	47,115	45,616	1,499	3.2%
2001	47,550	45,164	2,386	5.0%
2002	46,483	43,684	2,799	6.0%
2003	46,692	43,488	3,204	6.9%
2004	46,193	43,402	2,791	6.0%

Source: DWD, Bureau of Workforce Information, Local Area Unemployment Statistics, September 2005

## Education Attainment

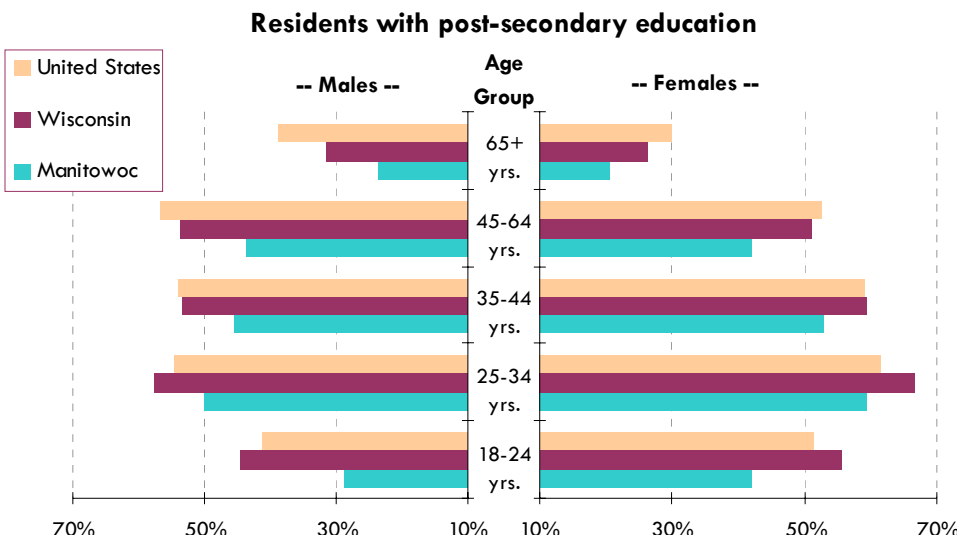
This section examines post-high school educational attainment by age and gender. It accounts for all attempted formal education at the college or vocational school level, whether it did or did not result in degree completion. These demographic slices of attainment have yielded interesting, though somewhat expected results. Generally speaking, younger females are more likely than younger males to continue their education past high school, though this level of educational pursuit is lower among both genders in this county compared to the state and national averages. The gender gap is particu-

larly wide in the youngest cohort; of those age 18-24, 42 percent of females have attempted or completed some form of post-secondary education, while males stand at 28 percent. Male attainment percentages slightly exceed the females in the 45 and older groups.

The reasons for variation between the genders is mostly rooted in 'opportunity'. Basically, males have had more choices among economically feasible careers not requiring post-secondary education, such as careers in the male-dominated manufacturing industry, while higher-wage choices for females typically have required formal education.

Women are now working in a wider array of careers. Wisconsin's growth industries of the future, like educational services and health services, are traditionally dominated by a female workforce. Perhaps 75 percent employees of these industries, combined, are female.

Post-secondary attainment is included in this profile as an indicator of general worker preparedness. A larger share of today's newly created jobs, and an even higher share of them in the future, require some form of post-secondary educational attainment.



Source: US Census 2000, Summary file 3, QT-P20

## Employment and Wages

The annual average wage paid by employers in Manitowoc County is 94 percent of the statewide average. The county's overall wage ranks 14<sup>th</sup> highest of the state's 72 counties and third highest among the non-metropolitan counties.

The construction sector paid the county's highest annual wages in 2004, while the leisure and hospitality sector paid the lowest annual salary. In relative terms, construction was the highest paying industry compared to its statewide average at 116 percent of the state's 2004 annual average salary. It should be noted that 2004 construction wages were abnormally high in historical terms and were probably influenced by a particular project. Financial activities employment paid 66 percent of the state's sector average reflecting Manitowoc County's higher than average concentration of relatively lower paying occupations in this sector.

The graph below juxtaposes Manitowoc County's percentage of total employment by industry sector to the sector's percentage of total wages paid. For example, the graph shows that manufacturing, the largest employing sector, composes 30 percent of the county's total employment base, yet it paid 37 percent of all wages in the county. Thus, manufacturing is a highly valued sector and a premium is put on its employment, not only for its high share of wages, but also because of its indirect employment effects, which boost numbers of jobs

### Average Annual Wage by Industry Division in 2004

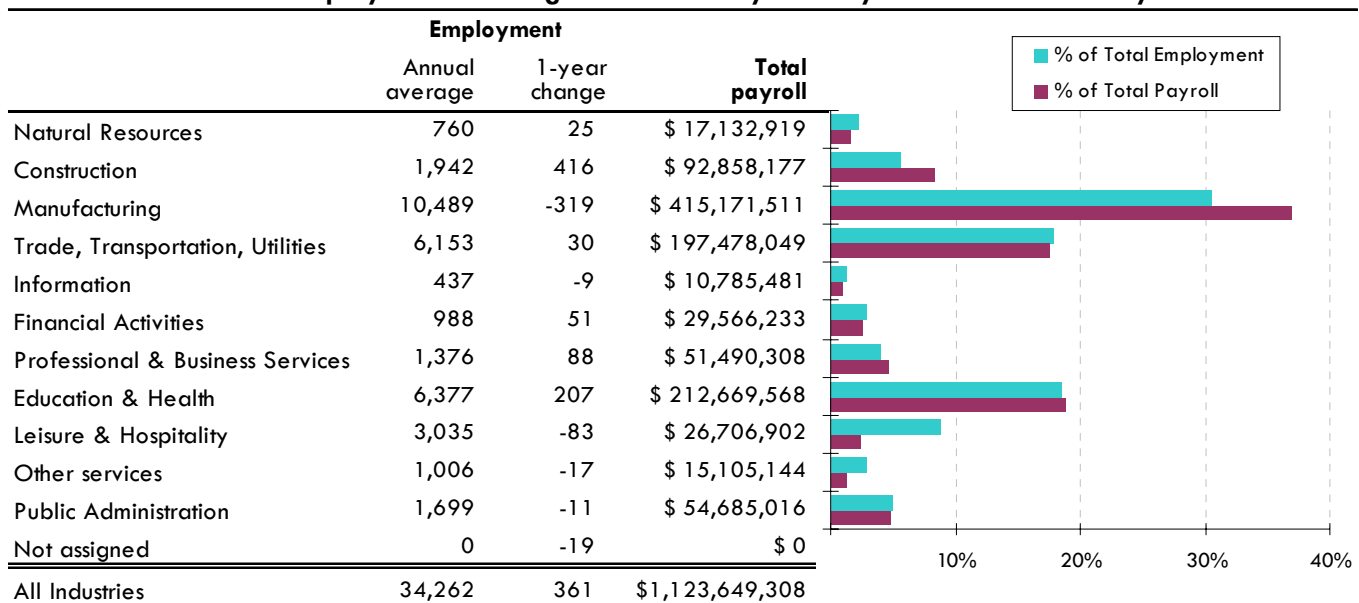
	2004	2004		
	Average Annual Wage		Percent of	1-year
	Wisconsin	Manitowoc County	Wisconsin	% change
All Industries	\$ 34,749	\$ 32,796	94.4%	6.7%
Natural resources	\$ 27,399	\$ 22,543	82.3%	3.9%
Construction	\$ 41,258	\$ 47,816	115.9%	21.4%
Manufacturing	\$ 44,145	\$ 39,582	89.7%	7.7%
Trade, Transportation, Utilities	\$ 30,088	\$ 32,095	106.7%	6.9%
Information	\$ 41,759	\$ 24,681	59.1%	8.5%
Financial activities	\$ 45,103	\$ 29,925	66.3%	7.8%
Professional & Business Services	\$ 39,580	\$ 37,420	94.5%	4.7%
Education & Health	\$ 36,408	\$ 33,349	91.6%	0.5%
Leisure & Hospitality	\$ 12,295	\$ 8,800	71.6%	1.8%
Other services	\$ 20,207	\$ 15,015	74.3%	2.4%
Public Administration	\$ 36,347	\$ 32,187	88.6%	-1.0%

Source: WI DWD, Bureau of Workforce Information, Quarterly Census of Employment & Wages

in other sectors, for example, professional and business services. On the other hand, the leisure and hospitality sector, equaling nine percent of employment, pays a disproportionately lower portion of the county's total wages, approximately 2.4 percent. This imbalance reflects the sector's higher than average share of entry-level, lower-skilled, and lower-paying jobs. Its seasonal nature as a part-year industry logically makes annual average wages appear very small, too.

Education and health services employment is an example of virtual balance between its employment and wages. The likelihood of faster wage growth than employment growth in this sector, particularly in the healthcare portion of this sector, is strong as labor shortages loom.

### 2004 employment and wage distribution by industry in Manitowoc County



Source: WI DWD, Bureau of Workforce Information, Quarterly Census Employment and Wages, June 2005

## Industry and Employers by Size

### Top 10 Employers in Manitowoc County

Establishment	Product or Service	Size (Dec. 2004)
Holy Family Memorial Inc	Gen. medical & surgical hospitals	1000+ employees
Fisher Hamilton LLC	Laboratory apparatus & furniture mfg.	1000+ employees
Manitowoc Public School District	Elementary & secondary schools	500-999 employees
County of Manitowoc	Executive & legislative offices, combined	500-999 employees
Wisconsin Power Constructors LLC	Other nonresidential equip. contractors	500-999 employees
Federal Mogul Powertrain Systems	Carburetor, piston, ring, & valve mfg.	500-999 employees
Manitowoc Cranes Inc	Construction machinery mfg.	250-499 employees
Parker Hannifin Corp	Fluid power valve & hose fitting mfg.	250-499 employees
City of Manitowoc	Executive & legislative offices, combined	250-499 employees
Lakeside Foods Inc	Fruit & vegetable canning	250-499 employees

Source: DWD, Bureau of Workforce Information, ES-202, July 2005

### Prominent industries in Manitowoc County

NAICS title	March 2005		Numeric change in employees	
	Establishments	Employees	2004-2005	2000-2005
Educational services	14	2,649	1	156
Food services and drinking places	142	2,172	39	-36
Fabricated metal product manufacturing	46	2,007	110	-1,918
Machinery manufacturing	20	1,734	117	-311
Hospitals	*	*	not avail.	not avail.
Executive, legislative, & gen government	32	1,528	-7	27
Miscellaneous manufacturing	*	*	not avail.	not avail.
Food manufacturing	22	1,293	-7	70
Nursing and residential care facilities	24	1,156	7	372
Specialty trade contractors	113	1,092	75	102

\* data suppressed to maintain employer confidentiality

Column headings revised 02/06

Source: DWD, Bureau of Workforce Information, ES-202, September 2005

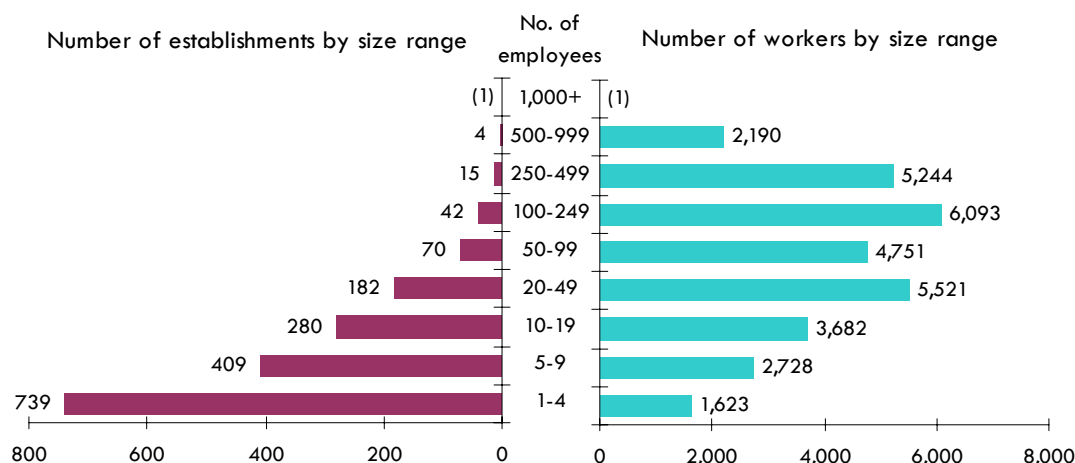
With the state's 11th highest ratio of manufacturing to total employment, and in spite of this sector's softening employment, it is no surprise to see the sector represented by five of the county's ten largest employers. Its largest employer, though, is a hospital, which is common in many counties.

From a top-employing industry view, two services-providers lead the list and four manufacturing industries are dispersed among the ten largest. Had the fabricated metal products employers not reduced so much employment over the years they would clearly be the county's largest industry today. These companies have had to make very difficult decisions over the last few years. In sum, manufacturing and health care resonate through this top industry list.

The graph on the bottom of this page indicates that the majority of Manitowoc County's employers employ a very small number of workers, which should be no surprise as most employers anywhere are small. But the majority of employed work in establishments with between 100-249 total employees. Technically, this range still indicates a "small employer".

There is an average of 17.5 workers per establishment in Manitowoc County. This is very close to Wisconsin's ratio. The national average is 15.4 workers per establishment.

### Manitowoc County establishments and workers by employment size range in 2004



(1) Data not available due to suppression factors

Source: DWD, Bureau of Workforce Information, Table 221, July 2005

## Per Capita Personal Income

Manitowoc County's per capita personal income (PCPI) was \$27,807 in 2003, the most recent figure available, ranking 27<sup>th</sup> highest among the state's 72 counties. Its latest PCPI is approximately 91 percent of the statewide PCPI.

PCPI is defined as total personal income divided by the total population. The majority of total personal income, though not exclusive to this list, is made up of wage and salary earnings, dividends from equity or bond holdings, accrued interest, rental property income, retirement benefits, social security benefits and other government transfer payments. This measure is arguably the most referenced statistic in gauging the economic health of an area.

Manitowoc County's PCPI grew 13.6 percent (not adjusted for inflation) between 1998 and 2003, ranking 59<sup>th</sup> fastest in the state. This rate was significantly slower than the state and nation.

The per capita growth was actually the best framework of income growth in Manitowoc County compared to other views of its income growth.

In terms of total personal income (TPI) growth, Manitowoc County only increased about 12.8 percent from 1998-2003, ranking 69<sup>th</sup>. Wisconsin's grew 21 percent over the same period giving perspective to the county's growth some perspective. Manitowoc County's TPI growth was chiefly hampered by the fact that the total wages paid in the county only grew six percent (not adjusted for inflation) ranking 71<sup>st</sup> in this category.

The description of Manitowoc County's income growth patterns are echoed among a number of other Wisconsin counties. These counties share two major characteristics: 1) they contain a larger than average share of manufacturing employment and

have lost a significant number of these high-paying manufacturing jobs over the years, and 2) population growth in these counties has likely been below average or stagnant, which actually assists in keeping the per capita figure from stagnating like the total figures do. A per capita personal income measurement implies that population and its dynamics are as crucial to the equation as the dollars being divided by it.

**Wisconsin Counties 2003 Per Capita Personal Income and Rank in State**

Area	2003	Rank	5-yr growth	Rank	Area	2003	Rank	5-yr growth	Rank
United States	\$ 31,472		17.1%		Manitowoc	\$ 27,807	27	13.6%	59
Wisconsin	\$ 30,685		17.2%		Marathon	\$ 29,992	16	22.0%	5
Adams	\$ 22,804	59	16.1%	37	Marquette	\$ 25,448	39	21.3%	9
Ashland	\$ 23,204	55	16.6%	32	Marquette	\$ 22,590	64	26.5%	1
Barron	\$ 24,922	41	15.2%	44	Menominee	\$ 18,449	72	19.8%	16
Bayfield	\$ 22,660	62	13.4%	60	Milwaukee	\$ 31,419	7	19.5%	18
Brown	\$ 32,076	5	17.8%	25	Monroe	\$ 23,467	54	16.8%	31
Buffalo	\$ 29,083	20	17.2%	28	Oconto	\$ 24,842	42	12.3%	66
Burnett	\$ 22,796	60	17.1%	29	Oneida	\$ 28,646	22	18.7%	21
Calumet	\$ 31,880	6	21.4%	8	Outagamie	\$ 30,952	11	20.5%	14
Chippewa	\$ 25,999	36	12.3%	67	Ozaukee	\$ 47,527	1	14.7%	48
Clark	\$ 22,227	66	13.9%	55	Pepin	\$ 24,407	44	13.0%	64
Columbia	\$ 30,846	12	18.2%	24	Pierce	\$ 27,963	26	18.6%	23
Crawford	\$ 22,628	63	20.9%	13	Polk	\$ 24,201	46	13.9%	54
Dane	\$ 36,455	3	21.0%	12	Portage	\$ 27,464	30	21.1%	11
Dodge	\$ 26,048	35	13.3%	61	Price	\$ 24,361	45	12.2%	68
Door	\$ 30,657	13	15.9%	40	Racine	\$ 31,271	8	15.0%	45
Douglas	\$ 23,568	53	15.3%	43	Richland	\$ 23,829	51	21.9%	6
Dunn	\$ 22,885	58	14.9%	47	Rock	\$ 28,256	25	14.1%	50
Eau Claire	\$ 27,469	29	17.5%	27	Rusk	\$ 20,461	71	14.0%	52
Florence	\$ 24,146	47	25.3%	3	Sauk	\$ 28,780	21	19.5%	19
Fond du Lac	\$ 29,951	17	16.1%	38	Sawyer	\$ 23,921	50	22.3%	4
Forest	\$ 21,975	68	25.4%	2	Shawano	\$ 23,941	49	13.9%	56
Grant	\$ 24,116	48	15.6%	42	Sheboygan	\$ 31,251	9	19.8%	17
Green	\$ 28,542	23	14.0%	51	St. Croix	\$ 31,091	10	13.6%	57
Green Lake	\$ 26,962	32	8.1%	72	Taylor	\$ 23,020	56	16.6%	34
Iowa	\$ 27,308	31	19.2%	20	Trempealeau	\$ 25,242	40	18.7%	22
Iron	\$ 22,912	57	21.1%	10	Vernon	\$ 20,950	70	15.7%	41
Jackson	\$ 26,084	34	21.9%	7	Vilas	\$ 25,664	37	13.0%	63
Jefferson	\$ 29,330	18	16.5%	35	Walworth	\$ 27,626	28	13.6%	58
Juneau	\$ 22,382	65	12.7%	65	Washburn	\$ 22,794	61	16.0%	39
Kenosha	\$ 29,117	19	16.5%	36	Washington	\$ 35,196	4	14.9%	46
Kewaunee	\$ 25,536	38	8.8%	71	Waukesha	\$ 41,551	2	12.2%	69
La Crosse	\$ 28,284	24	16.8%	30	Waupaca	\$ 26,863	33	14.0%	53
Lafayette	\$ 21,983	67	10.1%	70	Waushara	\$ 21,762	69	13.2%	62
Langlade	\$ 23,739	52	20.4%	15	Winnebago	\$ 30,359	15	16.6%	33
Lincoln	\$ 24,725	43	14.6%	49	Wood	\$ 30,401	14	17.7%	26

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System, May 2005